

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: · Mr. Rick Stirlen
From: · Al Udow
Subject: · Merit Challenge, Postage Paid Test

Date: December 21, 1981

MERIT
R-1-J

Enclosed are nine Business Reply cards and four consumer-paid.

To date, we have 20 consumer paid and 29 business reply. The numbers are very small, but the trend is in the predicted direction: 50% more returns for Business Reply.

We have Xeroxed these cards in case we decide to interview the senders. Thus the cards are ready to go to A.D. of A. for the standard two pack fulfillment.

al

Al Udow

AU/vm
Enc. -

cc: Cathy Gillis
Jon Zoler

T.K. T.K.
Fitz. DA

FYI

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